

C2 22. A system for advertising using voice control, the system comprising:
means for maintaining a communication session between a user and a portal;
and
means for periodically selecting and playing advertisements automatically during the communication session based on any one of user constraints and sales criteria.

C3 *Sub Pte* 32. A method of advertising comprising:
generating a set of possible advertisements, the set of possible advertisements being related to a context;
ordering the set of possible advertisements based on a sales criteria associated with each advertisement of the set of possible advertisements; and
periodically selecting and playing advertisements automatically from the set of possible advertisements based on the ordering.

C4 42. A system of advertising comprising:
means for generating a set of possible advertisements, the set of possible advertisements being related to a context;
means for ordering the set of possible advertisements based on a sales criteria associated with each advertisement of the set of possible advertisements; and
means for periodically selecting and playing advertisements automatically from the set of possible advertisements based on the ordering.

C5 *Sub Pte* 46. A computer program product comprising computer readable program code for advertising with an Internet portal, the program code in the computer program product comprising:
first computer readable program code for generating a set of possible advertisements;
second computer readable program code for ordering the set of possible advertisements based on a sales criteria associated with each advertisement of the set of possible advertisements; and

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~~third computer readable program code for periodically selecting and playing~~
advertisements automatically from the set of possible advertisements based on the
ordering.
